



Tourism & Events Department  
7506 E. Indian School Rd  
Scottsdale, AZ 85251  
480-312-4013  
[www.ScottsdaleAz.gov](http://www.ScottsdaleAz.gov)

---

**To: David Scholefield, Chairperson  
Tourism Development Commission**

**From: Steve Geiogamah, Tourism Development Manager**

**Date: March 21, 2017**

**Subject: Tourism Related Capital Project Evaluation**

In follow up to the TDC work-study and the discussion regarding establishing an analytical process that can be used to evaluate tourism related projects, the commission is requested to adopt the following evaluation objective, eligibility, and criteria:

Objective

It is essential that the Scottsdale destination meet visitor expectations. The degree to which a destination project can provide interesting experiences, meet visitor expectations, and enhance Scottsdale's perceived value should warrant serious consideration in developing Scottsdale's overall offerings.

Eligibility

Proposed projects must have the essential economic characteristic needed to attract private and public financial support for its development.

Criteria

1. Attract new or repeat markets particular during the non-peak season (weighted 10)
2. Enhance Scottsdale's national and/or Southwest image (weighted 9)
3. Increase Visitors length of stay and stimulate spending opportunities (weighted 8)
4. Creates positive impact on the non-hotel property sector of the visitor industry (weighted 7)
5. Maintains or enhances Scottsdale's quality and lifestyle (weighted 6)

If there are additional questions or information needed for further consideration, staff will proceed accordingly.

# TOURISM DEVELOPMENT COMMISSION

## VISITOR RELATED CAPITAL PROJECT EVALUATION

**Objective**

It is essential that the Scottsdale destination meet visitor expectations. The degree to which a destination attraction can provide interesting experiences, meet visitor expectations, and enhance Scottsdale's perceived value should warrant serious consideration in developing Scottsdale's overall offerings.

**Eligibility**

Proposed project must have the essential economic characteristic needed to attract private and public financial support for its development.

1.	<b><u>Attracts new or repeat markets particularly during the non-peak season</u></b> If Scottsdale can build visitation during the non-peak season, greater overall utilization of existing industry assets is achieved thereby increasing overall industry-wide profitability. (Weighting 10)	
2.	<b><u>Enhances Scottsdale's national and/or Southwest image</u></b> This recognizes Scottsdale's need for destination attractions that overcomes the market's view of Scottsdale as strictly a pleasant weather destination. It is important to actually offer visitor experiences that appeal to travel writers and meeting planners and others in the "travel influencing" field. A destination attraction-project that is actually unique in character and truly indigenous can greatly assist building such an image. (Weighting 9)	
3.	<b><u>Increases visitor length of stay and stimulate spending opportunities</u></b> A destination opportunity that increase an extra day or two spent in Scottsdale by visitors can have a measurable effect on the overall occupancy rate (profitability) of the local industry. (Weighting 8)	
4.	<b><u>Creates positive impact on the non-hotel property sector of the visitor industry</u></b> This is particularly important to the non-accommodation sector of Scottsdale's visitor industry. Thus, this criteria is factored in to balance those criteria that focus, for example, on spreading visitation to the shoulder seasons, or increasing length of stay. (Weighting 7)	
5.	<b><u>Maintains or enhances Scottsdale's quality of life and lifestyle</u></b> The manner in which an attraction/project affects the quality of living in Scottsdale is an important consideration. Should a particular attraction rank high with respect to other criteria, but negatively affect the overall quality of life in Scottsdale, that attraction should be eliminated. An event or facility that further improves upon the community's way of life should be credited for doing so in the overall evaluation process. (Weighting 6)	